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On the Frontlines

Health care campuses to go tobacco-free

Pierce County's three major health care campuses – MultiCare Medical Group, Franciscan Health System, and Good Samaritan – are going tobacco-free on January 1.

The collaborative, tobacco-free policy was initiated by the Tacoma-Pierce County Health Department, which was looking at ways to continue reducing tobacco use independent of county funding levels.

The health department will adopt the same policy as the hospitals and will be a tobacco-free campus in January.

All three campuses adopted the policy change so that no hospital would be at a competitive disadvantage in hiring employees, and so patients or clients wouldn't be able to switch hospitals simply to use tobacco.

"This is a huge step forward, one which will have major impact on the health of those who receive care or work within the MultiCare system," said Dr. Richard Waltman, the physician chair of the MultiCare implementation team. "Having a tobacco-free campus is a statement of support for and commitment to the health of our patients, their families, and most of all our fellow employees and coworkers."



Signs similar to the one above will go up at all Pierce County health care campuses by January 1.

In This Issue

On the Frontlines

[Tobacco-free parks](#)

[Anti-tobacco poem wins](#)

[Youth ad 'spot of the month'](#)

[Conference sets record](#)

[Selecty Awards](#)

[Statewide TATU honored](#)

Hot Topics

[AMA calls for smoking ban](#)

[Raise smoking age in NJ?](#)

[New SHS report](#)

[Cig marketing rises](#)

Need to Know

[Information for Tobacco Program contractors](#)

[Voters want clean air](#)

[Meet Julie Pyatt](#)

[Meet Nguyet Tran](#)

[New SHS ad campaign](#)

[Raizin rocks](#)

[Adult rate declines](#)

[High youth ad exposure](#)

[Unfiltered TV.com URL](#)

Resources

[Clearinghouse](#)

[More...](#)

The hospitals took a strategic approach to implementing the new policy, including implementation teams, signage, Basic Tobacco Interventions Skills Training, cessation classes, and nicotine replacement therapy for hospital employees and visitors.

For more information, contact Annie Merritt, Tacoma Pierce County Health Department, at 253-798-4762 or amerritt@tpchd.org.

Two more Snohomish parks go tobacco-free

Lynnwood and Mountlake Terrace are the latest Snohomish County communities to declare their parks tobacco-free, bringing the county total to 12 communities with tobacco-free parks.

Signs (right) were recently installed at Lynnwood's 18 parks and ball fields. Signs in Mountlake Terrace parks will go up in early January.

"This is really a momentum that keeps rolling along in Snohomish County and we're really happy with that," said Annie Peterson, health educator with the Snohomish Health District's Tobacco Prevention and Control Program. "It's a wonderful way to show kids healthy behavior and reduce exposure to secondhand smoke."



For more information, contact Annie Peterson at 425-339-5279 or apeterson@shd.snohomish.wa.gov.

Kalama student wins national anti-tobacco poetry award

A ninth grader from Kalama High School traveled to New York last month to receive an award for an anti-tobacco poem she wrote. Tiffany Bade was one of 15 students in the nation whose submission received recognition in an anti-tobacco poetry contest sponsored by The Campaign for Tobacco Free Kids and Do Something. She read her poem to an audience of about 300 at The School of the Future. Tiffany is the secretary for the high school Students Against Destructive Decisions Club (SADD), an international youth program. Her poem follows:

The smoke that fills up the air
It's nasty I've come to admit.
I know how bad it can be
But still I can't come to quit.

I try to quit
And never give up.
I try my hardest
But without much luck.

My friendships are hanging.
I begin to fall apart.
Oh, where would I be
If I just didn't start.

For more information, contact Sandy Mathewson, ESD 112, at 360-750-7500, ext. 262, or sandy.mathewson@esd112.org.

New youth tobacco prevention ad named 'spot of the month'

The Tobacco Program's 2005-06 youth prevention television and radio advertising campaign kicked off statewide October 3, and one of the TV ads, "Park", was declared best spot of the month by Adweek, a top advertising industry publication.



A micro Web site to complement the campaign, www.ashtraymouth.com, also launched October 3, and print ads and other media will be released in the coming weeks. During October there were nearly 75,000 first-time visits to the new micro Web page.

The new campaign features the social consequences of smoking – a departure from previous strategies aimed at the physical dangers of tobacco use. Exploratory research, gathered from focus groups and on-the-street interviews conducted with youth in Seattle, Tacoma, and Spokane, showed that youth know about the health consequences of smoking, but are mostly concerned about peer relationships.

The new campaign has no live actors in the TV spots, instead using state-of-the-art technology called stop-motion animation. View the ads at www.doh.wa.gov/tobacco/media/youthcampaign.htm. [View the Adweek recommendation](#) (last mention in the article).

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

***Building on Success: The Opportunities Ahead* sets record**

Nearly 300 people attended the three-day *Building on Success: The Opportunities Ahead* conference, the largest gathering in the Tobacco Prevention and Control Program's history.



Washington Governor Christine Gregoire praised the Department of Health and its partners for reducing smoking rates in Washington and exhorted a capacity luncheon crowd to work even harder to make Washington smoking rates the lowest in the country.

The conference, November 2-4, also featured addresses by Secretary of Health Mary Selecky and Mitch Zeller, former vice president of the American Legacy Foundation; presentation of nine *Selecky Awards* for outstanding leadership in tobacco prevention and control; 19 workshops and trainings; Native American drummers and dancers; a performance of *Tobacco Monologues* by an African American youth performance group; and a presentation by Red Eagle Soaring Native American Youth Theater Program.

Conference workshop presentations are available on the [Tobacco Prevention Resource Center Web site](#). [View photos from the conference](#).

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Selecty Awards honor partners

Nine Tobacco Program partners received Selecty Awards at the *Building on Success: The Opportunities Ahead* conference. The awards recognize individuals and organizations making an outstanding contribution to tobacco prevention and control in Washington State. For a list of winners, view the [Selecty Awards program](#). [View photos of the winners](#).

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

TATU wins award

The statewide Teens Against Tobacco Use program (TATU) recently received a “Group Contributing to the Betterment of Families for 2005” award from the Washington Association of Family and Consumer Sciences. Celisa Hopkins and Chelsea Trammell, tobacco prevention staff with the American Lung Association of Washington, accepted the award at the Family and Consumer Science Conference in Yakima last month. TATU is a peer education program that trains high school students to teach the dangers of tobacco use to middle and elementary school students.

For more information, contact Chelsea Trammell, American Lung Association-Yakima, at 509-248-4384 or ctrammell@ALAW.org.

Hot Topics

AMA calls for nationwide smoking ban

The American Medical Association says smoking should be prohibited in all U.S. workplaces. [View the news summary](#).

New Jersey governor wants to raise smoking age

New Jersey acting Gov. Richard Codey’s new package of antismoking initiatives includes a proposal to raise the state’s legal age for buying tobacco products from 18 to 19. [View the news summary](#).

New report on secondhand smoke

A new report from the California Environmental Protection Agency, *Proposed Identification of Environmental Tobacco Smoke as a Toxic Air Contaminant*, confirms and expands the science on the hazards of environmental tobacco smoke exposure in both adults and children. [View the report](#).

Cigarette marketing on the rise

A new report from the Federal Trade Commission shows that cigarette sales by the five largest manufacturers have declined slightly, but they spent an average \$.82/pack on cigarette advertising in 2003. [View the report](#).

Need to Know

Voters want clean indoor air

All workers and citizens in Washington will breathe healthier air in the public places they visit because voters overwhelmingly approved Initiative 901 earlier this month. The initiative expands the 1985 Clean Indoor Air Act to prohibit smoking in *all* indoor public places, including restaurants, bars, bowling centers, and non-tribal casinos, beginning December 8.



The Department of Health is taking an active part in educating the public and businesses about I-901 as well as supporting local health departments in their expanded responsibilities of enforcement of the new law. The department issued a [joint statement](#) with the Washington Restaurant Association that has been posted on the association's Web site.

The Tobacco Program is working closely with local health departments in developing a packet of information, including signs and a window sticker for businesses. This packet will be mailed statewide to businesses with liquor licenses. A radio ad is being produced to run on news and talk radio stations across the state from December 12 to January 29 to encourage the public to comply with the new smoke-free law. The Department of Health Environmental Health Division is providing information on enforcement procedures.

For information about educating businesses and citizens about the new law and how it will be implemented, visit the SHSCAP "What's New" page on the contractors Web site, the [public secondhand smoke page](#), or www.secondhandsmokesyou.com.

Learn about I-901 [compliance strategies](#) on the Tobacco Prevention Resource Center Web site.

For more information, contact Julie Pyatt at 360-236-3643 or julie.pyatt@doh.wa.gov.

Julie Pyatt rejoins Tobacco Program

Public health veteran Julie Pyatt has rejoined the Tobacco Program as policy/enforcement coordinator focusing on secondhand smoke and youth access policies. Julie has a master's degree in public health with an emphasis in health law. Most recently she was health communications specialist with Tacoma/Pierce County Health Department. Prior to that she worked with the Tobacco Program coordinating the American Legacy Foundation youth empowerment project.



"We're pleased to again have Julie on our team," said Terry Reid, Tobacco Program manager. "With the passage of Initiative 901, her experience with public health policy issues will be especially valuable."

For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.

Nguyet Tran joins Tobacco Program

Nguyet Tran, an epidemiologist, has joined the Tobacco Program assessment and evaluation team. Her work will include performing statistical analysis on data from the Behavioral Risk Factor Surveillance System and the Washington Tobacco Quit Line database. She most recently was a CDC/CSTE Applied Epidemiology Fellow in the Office of Non-Infectious Conditions Epidemiology at the Washington State Department of Health.



“Nguyet brings additional analytical capacity to our program,” said Mike Boysun, Tobacco Program evaluation coordinator. “We feel lucky to have found someone with her background for this key position.”

For more information, contact Mike Boysun at 360-236-3671 or mike.boysun@doh.wa.gov.

New secondhand smoke campaign under development

The Tobacco Program and advertising agency Sedgwick Rd. are busy developing the next secondhand smoke campaign, which is expected to launch in mid-January 2006. The theme will be aimed at encouraging smokers to “take it outside” away from others. It will be particularly aimed at smoking around others in the home and in the car. TV, radio, billboards, transit, and other regular out-of-home venues will be used, as well as posters and information for apartment buildings.



The Tobacco Program's Scott Schoengarth calls the shots at the recent secondhand smoke ad shoot.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.



Raizin rocks

DJ Raizin from KFNK 104.9 FM, the “Funky Monkey”, has been [chronicling his quit process](#) online for more than two months as part of the “Stick it to Kick it” campaign. The campaign promotes free nicotine replacement therapy for 18- to 29-year-olds through the Washington Tobacco Quit Line, 877-270-STOP.

In an email to GMMB, the agency coordinating the campaign for the Tobacco Program, Raizin wrote: “You guys totally hooked me up and I really, really appreciate it!! Seriously, it’s infectious! I now have almost ALL my friends quitting or have already quit. I’m going to keep pumping up the “quit smoking” on the air too! You rock.”

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

[Return to top](#)

Washington State adult smoking rate continues to decline

Washington State Governor Christine Gregoire announced October 11 that the number of adult smokers in the state continues to drop since the launch of the Tobacco Prevention and Control Program in 2000. The overall drop in the adult smoking rate is 13 percent, which translates to about 130,000 fewer smokers in the state and will save \$1.6 billion in future health care costs.

Washington's general adult smoking rate has declined from 22.4 percent in 1999 to 19.5 percent in 2004, moving the state up in rank from 20th to ninth place among all states. If the current trend continues, the Tobacco Prevention and Control Program will be on track to reduce the adult smoking rate to 16.5 percent by 2010, a strategic goal determined at the outset of the program.



The Washington Department of Health uses a comprehensive survey called the Behavioral Risk Factor Surveillance System (BRFSS) to collect a variety of health-related information, including tobacco use. In 2003, BRFSS began surveying Spanish-speaking residents to include the state's growing Latino population in health statistics. Using the more comprehensive survey data, the adult smoking rate in Washington is even lower at 19.2 percent. [View the media release.](#)

For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.

Washington ranks second in youth exposure to prevention ads

A new Centers for Disease Control (CDC) study shows that Washington is rated second among all states in the number of estimated average monthly state-funded anti-tobacco television advertisements (3.1) to which youth aged 12-17 are exposed.

There is strong evidence that anti-tobacco mass media campaigns that include paid television advertising play a big role in reducing smoking – and sustained exposure of teens to such ads over time is important for tobacco-use prevention. The report concludes that comprehensive tobacco prevention and control programs have been shown to decrease smoking initiation among youth. [Read the CDC report.](#)

[View the Tobacco Program's latest youth prevention ads.](#)

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

UnfilteredTV.com URL to be replaced

The Tobacco Program's youth prevention site, www.unfilteredTV.com, will get a new name by July 1, 2006. If you plan to print or reprint any materials that reference unfilteredTV.com, then you should adjust your printing order so that no copies are distributed after June 30.

The program is evaluating several name options, including www.ashtraymouth.com, the new micro Web site associated with the current youth prevention campaign.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Resources

TPRC updated training calendar available

An updated calendar of Tobacco Prevention Resource Center (TPRC) training opportunities for 2005-06 is now available at the resource center Web site, www.tobaccoprc.org. In addition, links to other upcoming tobacco-related conferences and training opportunities are available on “Other Events” page.

Contractor requests for technical assistance should be submitted via the TPRC Web site. The center will coordinate the request process, along with the Tobacco Program and other statewide technical assistance providers, to ensure that contractors are able to access technical assistance from the appropriate providers.

For more information, contact Sheryl Taylor at 360-750-7500 or tprc@esd112.org

Access Seattle 2006

The Access Seattle 2006 conference, *Preventing Youth Access to Tobacco: Social Sources – Turning Plans into Action* will be a forum discussion with presentations, workshops, and keynote addresses centered on social sources of tobacco for youth. The conference will be held on April 12-14, 2006 at the Westin Hotel in Seattle.

For more information, visit www.accessseattle2006.org.

Online Newsletters

[*Tobacco Free Press*](#) – Tobacco Control Network, bimonthly

[*Streetheory*](#) – American Legacy Foundation’s new youth activism site

[*Preventing Chronic Disease*](#) – Centers for Disease Control’s online e-journal (click on subscriptions)

[*O₂ magazine*](#) – Teen Media Futures, educates youth on the issues and industry targeting (located on the unfilteredtv.com site)

[*TTAC Exchange*](#) – Tobacco Technical Assistance Consortium, quarterly tobacco control newsletter

Other Online Resources

American Cancer Society – www.cancer.org

American Heart Association – www.americanheart.org

American Lung Association – www.lungusa.org

Americans for Nonsmokers’ Rights Foundation – www.no-smoke.org

Asian Pacific Partners for Empowerment and Leadership – www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health – www.cdc.gov/tobacco

National African American Tobacco Prevention Network – www.naatpn.org

National Center for Tobacco-Free Kids – www.tobaccofreekids.org

Tobacco Prevention & Control Program

Clearinghouse

360-236-3966

tobacco.clearing@doh.wa.gov

New clearinghouse items

The LGBT “My Greatest Enemy” poster is now available through the Clearinghouse. We also have several new brochures in the clearinghouse, including the “Lose the Chew Self Examination” brochure.

Many of the Washington Tobacco Quit Line item limits have been lowered and some now have to be ordered through Jennifer Dodd. If you need any of these items, contact Jennifer at 360-236-3966 or jennifer.dodd@doh.wa.gov.

National Latino Council on Alcohol and Tobacco Prevention – www.nlcatp.org
Policy Advocacy on Tobacco and Health/The Praxis Project, Inc. – www.thepraxisproject.org
Teen Health and the Media, University of Washington/Washington Department of Health –
www.depts.washington.edu/thmedia
Tobacco Technical Assistance Consortium – www.ttac.org

[Return to top](#)